

Royal Oak Community Coalition 707 Girard Ave Royal Oak, MI 48073

## Royal Oak Community Coalition



### 2007-2008 Report to the Community

"Preventing substance abuse by strengthening and sustaining a safe and healthy community together."

#### Our Mission

To promote through collaboration, a healthy community, free of substance abuse for youth and those who live in, work in and/or visit

Royal Oak

www.ci.royal-oak.mi.us/rocc

Licensed by: State of Michigan Department of Community Health



## Royal Oak Community Coalition



The Coalition seeks collaboration and coordination to accomplish goals and objectives that need to be done to promote prevention efforts. Prevention efforts cannot be addressed by one entity alone. Alcohol, tobacco and other drug use and abuse are a community problem that requires community solutions. The key to changing this social/health problem is though multi-strategies by multi-sectors. Everyone has a role to play. Our function is to give opportunity, direction and technical assistance.

This year we partnered with over 70 businesses, organizations and other non-profits by offering opportunities for involvement in strengthening and sustaining a healthy and safe community to prevent substance abuse.

A major function of a Drug Free Community Coalition is to build community capacity. Capacity building involves mobilizing human, organizational, and financial resources to meet project goals.

### Strategies that build community capacity involve:

#### Training:

Local and regional training were promoted to increase readiness by local groups to tackle specific topics: the faith community, schools, law enforcement and athletic coaches.

\*Funding: We researched funding opportunities for our sectors, who wish to initiate a prevention related activity.

- Mobilizing ad-hoc committees to examine and set a course of action:
   Three community issues were brought to our attention and became the focus of our general meetings. Three sub-committees formulated a plan and or campaign;
  - Do Your PART (Preventing Alcohol Related Tragedies)
  - What to Do and Where to Go for under 20 in the RO
  - Refocusing Royal Oak party town imagine to a Family Entertainment



## Dialogue Day



As a result of the Search Institute's "Student Survey of Beliefs and Attitudes," teens' overwhelmingly voiced their concern about being valued by the community. Furthermore, they expressed a lack of involvement in the decisions being made within the community. In exploring ways to achieve a positive objective for forming partnerships between students and adults, ROCC's idea for Dialogue Day was born. The teens not only wanted to express their concerns, they also wanted to be part of the solution.

Evaluating is a big part of the prevention strategic plan. Of the 100 respondents, 98% were positive. Scoring highest on:

- 1. The youth-adult dialogue was open and meaningful
- 2. The meeting increased community ownership of youth-related issues
- 3. Improvement of important skills at this meeting
- 4. Feeling more connected to the community because of this experience

### Different initiatives that have been changed and implemented due to Dialogue Day since 1999

- The Youth Librarian at the Royal Oak Public Library increased the number of activities for teens.
- Moments that Matter, a collection of positive messages distributed annually to over 121
  community agencies.
- To foster more family based interaction, PTA leadership encourages participation in Family Day.
- Students ask for help to educate their parents on substance abuse prevention; the PTA's offer to
  include more prevention related articles in their parents newsletters.
- As requested by the students, the *drug dog* makes regular unannounced visits at the high school.
- The Police Dept. and ROCC begin face-to-face visits to distribute ID Checking guides to businesses selling alcohol, to curtail youth access.
- The City Commission voted to install viaduct lighting at locations teens identified as unsafe.
- Coalition responded to student request and offers leadership training annually.
- Dialogue Day has inspired many ideas to be implemented, programs enhanced or influenced by the input made by the students and community leaders and concerned adults. Dialogue Day has been instrumental in setting the stage for change in Royal Oak as well as across the nation.

<u>Quote:</u> Elizabeth Bauer, Michigan State Board of Education after attending Dialogue Day, "I learned so much from the students it will help me as a policy maker to make decisions that are relevant to the people they affect. Your board and staff are making a significant contribution to the Royal Oak Community and communities beyond your borders."

#### **Insight into the mind of Teens**

- 69% feel a high level of love and support from families
- 62% feel their friends are positive influences
- 68% have a positive view of their future
- 66% feel honesty and integrity is important
- 56% value diversity



## **An Invitation**



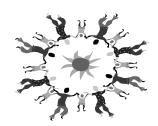
Royal Oak Community Coalition is a non-profit organization that works to prevent substance abuse by strengthening and sustaining a safe and healthy community.

We invite you to become a member. Your membership fee helps support all of our efforts.





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### ROCC Giving Circles:

Leadership Circle......\$500 & above Community Circle.....\$300-\$499 Neighborhood Circle...\$100-\$299 Family Circle.....\$50-\$99 Friendship Circle....\$25-\$49

### Membership

Student /Teen Group	Free
Adult/Family Membership	\$20.00
Non-profit Organization	\$35.00
<b>Business Membership</b>	\$50.00
Senior Citizen (62 & up)	\$15.00

Please make checks payable to the **Royal Oak Community Coalition**. Donations to ROCC are tax deductible under our 501c3 status. Please email any questions or concerns to ropc@royaloakschools.com or call (248) 588-5050 ext. 231.



## **Strategies**



### <u>Strategies that increase community knowledge, awareness</u> and education

28 federal, state and local campaigns are integrated into our year-long work-plan. These indicate the nine most prominent programs of the year.

- 1. Family Table: Reinforces the positive impact of regularly shared family meal times. Nine local grocery stores and restaurants offered discounts on this day.
- 2. <u>Recovery Month:</u> Empowers people to reach out to helping /treatment agencies to find solutions. Our local cable stations and website highlighted their services.
- 3. <u>Substance Abuse Awareness Month:</u> Families in our community joined us to donate books, DVDs and videos to our public library and middle school.
- 4. <u>Great American Smoke Out:</u> Encouraged people to challenge the nicotine addiction by systemically quitting. Recognition plagues were disseminated to honor the non-smoking policies of 76 local restaurants.
- 5. <u>Celebrate the Holidays Safely:</u> Party hosting tips, non-alcoholic drink recipes and alternatives to driving after drinking.
- 6. Parent Awareness Month: Celebrated and fostered positive parenting skills and provided resources to 700 incoming kindergarten families.
- 7. <u>Alcohol Awareness and Screening:</u> Provided self-screening on our website 24/7 with referral information.
- 8. <a href="Prom/Graduation:">Prom/Graduation:</a> End of the year events are the riskiest times in a young person's life. A multi-tiered effort is made by providing senior parents with a party hosting brochure, a fact card on the legal ramifications of serving minors, notifying local hotel/motels of upcoming graduation dates, and florist insert 'Safe Moves' cards in corsages and boutonnières with crisis line phone number. Contributing financially to high school all night parties and providing prevention themed give-aways.
- 9. <u>Prescription drugs</u> are becoming the leading illicit drug of choice among young people and adults. Community prevention awareness remains a strong focus.



## Initiatives



# Coalition Leadership



### Initiatives are more in-depth and complex devoting significant time to implement and requiring dedicated human resources:

- <u>40 Developmental Assets</u> is in alignment with our strength based approach to curb substance abuse. The Search Institute's researched based 40 building blocks all kids need to succeed was kicked off at last years' Celebration Breakfast. Beaumont Hospital Foundation is supporting a train the trainer for nurses and community members on the affects these assets have on fostering resilient children. Decades of documented research tells us the more assets in the life of a child; the less likely they are to make destructive decisions.
- Curbing underage alcohol and tobacco use. Volunteers and police
  officers made friendly visits to 113 alcohol and tobacco vendors to
  provide a kit that includes educational tools, window clings, placards and
  ID Checking guide that helped achieve 100% compliance per federal
  SYNAR checks.

<u>Educational seminars, workshops and conferences</u> Held for young people and adults throughout the year highlighting a specific recognized need.

The Science of Brain Addiction: Presented to over 450 ninth graders to teach them about addiction through the science of the brain. Officer Al Carter also gave the kids a lesson about carrying others' prescription drugs and the felony charges that accompany it.

<u>Linking Spirituality and Treatment Conference</u>: Professional development day that facilitated discussions among the faith community and the mental health professionals about substance abuse treatment.

"Let us put our minds together and see what kind of life we can build for our children." Sitting Bull circa 1891

### **Executive Board**

President: Richard Granke Vice President: Elaine Trzasko Secretary: Erin Shaughnessy

Treasurer: John Burr
Members-at-large:
John Giordano
Beverly "BJ" Patchett
Karen Bates

ACHC Representative: Margaret Blount Executive Director: Diane Dovico

#### Staff/Consultants

Executive Director: Diane Dovico
Executive Assistant: Jennifer Sheridan
Youth Director: Linda Pinkston
Evaluator: Dr. Darren Lubbers
Project Administrator: Lorraine McGoldrick

### **Board of Directors**

Melanie Daugherty
Reverend Marshall Dunlap
Mayor James Ellison
Stan Harris
Nichole Leonard
Larry McCarrick
Dr. Thomas Moline
Chief Ted Quisenberry
Linda Reetz
Mike Ripinski
Brenda Romanchik
Richard Wilson
Lynn Wilcox



# Supporting Organizations and Individuals



AAA Michigan Insurance, Acorn High School Newspaper, Addams Elementary & PTA, Adriana McCullough, ADXL, Al Carter, Al Elias, Allegra Print & Imaging, Alliance for the Coalition of Healthy Communities, American Cancer Society, Andrew Androff, Andy Linell, Andy Meisner, Ann Redmond, Anne Davies, Annie Harrelson, Anthony Younan, Barb Caddy, Beaumont Foundation, Beaumont Hospital, Bert Stein, Benito's Pizza, Beth Garcia, Beverly Owens, Bill Allen, Bill Welch, Birmingham Bloomfield Community Coalition, Blair Prince, Bob Taylor, Brian Frick, Brian Gordon, Bruegger's Bagels, Cable Station WOAK, Cameron State Farm Agency, Carlo Ginotti, Carol Hansen, Carol Hills, Carolyn Krynak Athletic Director, Catherine Goddard, Cathy Kavanaugh, Cathy Zimmerman, Cecelia Boyer, Center for Creative Living, Chamber of Commerce, Charley Gehringer, Charlie the drug dog, Cheryl Fike, Chicken Shack, Chris Hartwig, Chris Orosco, Chris Shreve, Christopher Jahnke, Church of the Holy City, Churchill alternative High School, Churchill Education Center, City of Royal Oak, Claudia Rushlow, Clemens Wittekind, CMN Community Media Network, Colleen McGoldrick, Common Ground Sanctuary, Comprehensive Health Educational Committee, Congressmen Rep, Cono Dovico, Conrad & Barbara Kien, Corinne Khederian, Craig Mangold, Dan Godek, Daniel Morgan, Dark Spark, DaShawn Wallace, Dave Barber, Dave Gillian, Dave Sawicki, David Trzasko, David Woodward, Jr., Dawn Flood, Dawn Owen Designs, Dawn Ripinski, Deb Anderson, Debbie Alton, Debbie Frawley, Debbie Saro, Denice Vitale, Dennis Wandrei, Derek Blount, Detroit Area Council Boy Scouts, Diane Alvin, Diane Braun, Dick Rockwell, Donna Bucciarelli, Donnis Reese, Doug Kuhnlein, Doug Platonas, Dr. Paul Erhmann, Dynamic Flowers of Royal Oak, Eastwood Clinic, Eaton & Susan Accountants, Elaine Trzasko, Elks Club, Empowerment Professionals, English Gardens, Erin Shaughnessy, Erin Younan, Family Day Dinner National, First Congregational Church, Flower Company, Frank & Muriel Versagi, Geof Vasquez, George Goike, Gina Mangold, Giordano Graphics, Gordon Foods, Gustafson & Morningstar Dentistry, Healthy Communities Healthy Youth Newsletters, Henry Ford Behavioral Health, Holiday Market, Hollywood Market, Honorable Sander Levin, Hungry Howies, Inn Place Bar & Grill, Inter-Club Council, Jack Turner, Jan Harris, Jan Ivinson, Jane Drake, Janice Laesser, Jason Turner, Jeanne Dolson, Jeff Payne, Jennifer Kopsch, Jennifer Sheridan, Jennifer Sullivan, Jerry Olli, Jerry Price, Mayor Jim Ellison, Jim George, Jimmy Johns, Jenni Burke, Jimmy Johns Sandwich Shop, Joanna DiPietro, Jodi Apsey, John & Christine Hartwig, John Andrew, John Burr, John Giordano, John Houghton, John McCullough, John Pappageorge, John Putman, John Stindt, John Sullivan, John Williams, Join Together, Jonathan Bardelline, Joyce Ann Maierle, Judith Mergerum, Julia Elliott, Kaleidoscopes, Karen Bates, Kathleen Brooks, Kathy Cebbledick, Kathy Knapp, Kathy Williams, Katy Dzwigalski, Kayleigh Delancy, Kelly Michaud, Kely Walker, Kelsey Dovico, Ken Marten, Kendall Leone, Kimball Elementary School, Kirk Goddard, Kiwanis Club, Laney Zarkis Goolsby, Larry McCarrick, Libby Hrabong, Lillian Maples, Lily's Seafood Restaurant, Linda Anger, Linda Borushko, Linda Pinkston, Linda Reetz, Lindsay Wondero, Lisa Hills, Lisa Sawicki, Lutheran Brotherhood, Lynette Sisson, Lynn Hardaway, Lynn Karnes, Lynn Wilcox, M.A.D.D. - Oakland County Chapter, Madeleine Taylor, , Madison Heights Coalition, Maplegrove, Margaret Blount, Marge Brown, Marianne Peludat, Marie Donigan, Marilyn Urban, Mark Twain Elementary, Mark Weatherwax, Marlin Newburn, Martha Webster, Mary Ellen Graver, Mary Karshner, Mary Martens, Mary Sutton, Maryann Black, Matilda Budge, Mavis Burr, Mel Johnson, Melanie Daugherty, Melissa O'Brien, Metta Lansdale, MI State Senator Rep Jessica Hayden, Michael Betman, Michael Bouchard, Michael Greening, Michael Yocum, Michigan community Health Authority, Michigan Department of Labor, Michigan Family Institute, Michigan State University, Mike & Dawne Ripinski, Mike Fraxier, Mike Stinett, Mikhail Prince, Mirror Club Reporter Jeanne Tower, MLBA, "Most of Us", Mp Kelly, Mr. Pita, N& A Oil Inc., Nancy Adair, Nancy Morrison, National City Bank, National Coney Island, Nicole DiSaivo, Nila Wilson, Noodles and Company, Norma Regenold, National Council of Jewish Women, Northwood Elementary & PTA, Oak Ridge Co-op Preschool Stephanie Zeilinski, Oak Ridge Elementary, Oakland County Health Division Office of Substance Abuse, Oakland Family Services, Oaks Family Restaurant, Office of Science Education, Optimists, Officer Eric Baroky, Officer Jason Manning, Officer Jim Wern, Officer Mike Facemeyer, Officer Matt Weippert, Officer Richard Mallard, OUR Credit Union, Papa Romanos, Pastor's Association, Pathways, Patricia Franz, Patrick Wolynski, Paul Funk, Pauline Pruneau, Peggy Lawerence, Peter Glasier, Pfizer, Philip Martens, Prevention Network, Randy & Betty Wendland, Rangers Floral Garden, Reilly Family, Rev. Marshall Dunlap, Rev. Renee & Joseph Machiniak, Richard Wilson, Rochester Auburn Hills Community Coalition, Ron & Marianne Peludat, Ron Peludat, Rose Evers, Rotary Club of Royal Oak, Royal Oak Cable Station WROK, Royal Oak Chamber of Commerce, Royal Oak City Attorney Office, Royal Oak Elks Club, Royal Oak fire Department, Royal Oak Florist, Royal Oak High School & PTSA, Royal Oak Interclub Council, Royal Oak Kiwanis Club, Royal Oak Neighborhood Schools, Royal Oak Optimist Club, Royal Oak Police Department, Royal Oak PTA Council, Royal Oak PTSA, Royal Oak Public Library, Royal Oak Review Newspaper, Royal Oak School District, Royal Oak Senior Center, Safe & Drug Free School/ Student Assistance Coordinators, safe.smart.strong. Counseling Center, Sally Granke, Sandlot League, Sandy Johnson, Sandy Roberts, Sarah Johnson, Save Our Youth Task Force, Scott Newman, Search Institute, Shawn Ciavattone, Shelley Kemp, Shrine High School, Academy and Elementary, Smokefree Michigan, Southeast Oakland Coalition, Stagecrafters, Stan Harris, Stephanie Howey, Steven Betz, Student Leadership Services, Suzette Hart, Terry Drinkwine, The Inn Place Bar & Grill, The Oakland Press, Theoadore Quisenberry, Thomas L. Moline, PhD, Thomas McCormick, Tim Renaud, Timothy McGlinchy, Timothy Sisson, Tobacco Reduction Action Coalition, Tod Gazetti, Tom Allen, Tom Hoover, Tom McGannon, Tom Regan, Tracy Niyo, Trader Joe's, Tribune Newspaper, Tri-County Prevention, United Way, University of Detroit Mercy Dental School, Upton Elementary, US Congressman Joe Knollenburg, Venti Valdez, Virginia Flower Shop, Warren C. Levin, William Funeral Home, Will Wright Fire Chief, Wing Communications, WOAK Cable TV Station, Women's Club, Woody's Diner, YaYa Chicken, YMCA - South Oakland Branch, YWCA, Youth Under Construction, Zumba Mexican Grill



## Outreach



#### Communication venues and outreach:

- Newsletter: Knowledge is Prevention is the cornerstone of our communication with the community. Our readership has grown to over 2,000 as we encourage everyone to forward and disseminate the current and topical articles to friends, family and colleagues.
- Website: Our website <a href="www.ci.royal-oak.mi.us/rocc">www.ci.royal-oak.mi.us/rocc</a> is fast becoming a place for community members to learn about our activities, local helping agencies, resources and details about the coalition.
- <u>Public Information Systems:</u> Created a lengthy outreach register which allow us to penetrate our target audiences. Topical letters to parents, letter to newspaper editors, press releases and cable PSA's are sent out monthly.
- <u>Cable Partners:</u> Help us bring featured programs to the living rooms of our residents. They often can be found on our website which allows families easy access to local information. \*Dialogue Day \* Introduction to local treatment agencies \* Services and programs of youth serving agencies \* Dark Spark's introduction to the Coalition.
- <u>Literature:</u> Constant ordering and stocking helped us provide 90,000 brochures, flyers and pamphlets disseminated at health fairs, kindergarten round-up and local community and school events.
- Advocacy: Takes shape in addressing and challenging more global issues on a national scale that acerbated substance use, abuse and misuse, such as:
  - 1. Discouraging the sale of binge drinking games
  - 2. Clearly label energy drinks that contain alcohol
  - 3. Discontinue selling candy with drug related overtones



## Financial Support



### **Coalition development:**

Two goals guide our path to sustainability:

Supporting activities: Most projects received in-kind contributions and/or corporate giving to defray the costs of implementing a campaign, activity or event. Three fundraisers were held for us by The Church of the Holy City at the Woman's Club, RC Classic Movies at Stagecrafters, English Garden's Flower of the Month Club and brought much needed dollars to our agency. The year of flowers has become a great way for people to give a bouquet or plant as gifts throughout the year. We seek memberships and donations to offset project expenses.

Supporting infrastructure: For four consecutive years, we have been awarded a federal and county grant that assists with infrastructure expenses. School district and city funding provides substantial in-kind and financial support. Volunteer recruitment and management is a new non-paid staff position created to assist the tracking and scheduling of adult and teen volunteers that serve the community through Coalition work. Staff and volunteers attend numerous local and state trainings.









The Royal Oak Community Coalition received financial support from the city of Royal Oak, the Royal Oak Neighborhood Schools, and Oakland County.

The Coalitions primary funding comes from the Drug Free Communities Support Grant. The ROCC also relies on the support from membership, in-kind services, foundations, grants and all-around support from sector involvement.

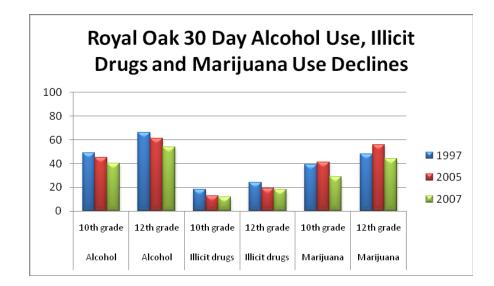
Successful fundraising and grant awards remain high priorities in order to the maintain the balanced budget.

The Royal Oak Community Coalition is a not-for-profit 501(c)3 organization. Donations are tax deductible to the greatest extent under the law.



### Risk Taking Behavior **Search Institute 2007**





Current student data tells us that we have some significant challenges to address in our community. Though we are headed in many areas in the right direction, there is still work to be done. Substance abuse prevention is NOT just a youth related issue, it

### **Affiliations:**

National: CADCA (Community Anti-Drug Coalition of America)

SAMHSA (Substance Abuse & Mental Health Service Administration)

CSAP (Center for Substance Abuse Prevention)

Prevention Network State:

Michigan Prevention Association

Michigan State Office of Substance Abuse Prevention

County: OCOSA (Oakland County Office of Substance Abuse)

ACHC (Alliance for Coalitions for Healthy Communities)

Royal Oak Drug Free Schools - Advisory Committee ocal: